

**REMARKS**

Claims 43, 45-51, 53-58, and 73-77 are pending. Claims 43, 48, 50, 51, 56, 58, 73, and 75-77 are amended herein. Claims 1-42, 44, 52, and 59-72 are cancelled.

The Examiner objected to claim 52 as being an improper dependent claim. Claim 52 is cancelled herein.

The Examiner also objected to claims 52-58 and 74-77 for reciting a "method" when their respective independent claims recite a "process." The Examiner suggested amending claims 52-58 and 74-77 to recite a "process" as well. Instead, independent claims 43 and 73 have been amended to recite a "method," thereby making them consistent with their respective dependent claims.

The Examiner rejected claims 43, 51, 73, and 75-77 under §112 for various reasons pertaining to the clarity of the claims. Claims 43, 48, 50, 51, 56, 58, 73, and 75-77 have been amended in consideration of the Examiner's comments and suggestions as follows.

The Examiner rejected claims 43, 51, and 73 with respect to the phrase "quantities of the item." In consideration of the Examiner's suggestion, claims 43, 51, and 73 have been amended to recite "quantities associated with the item." Claims 56 and 58 have been amended to be consistent with this amendment of claim 51.

The Examiner rejected claims 75-77 for dependency on cancelled claim 72. Claims 75-77 have been amended to recite dependency on claim 73. The Examiner also noted the lack of antecedent basis in claims 75 and 77 for the term "incentive item." In consideration of the Examiner's suggestion, claims 75 and 77 have been amended to recite "non-price attribute."

The Examiner also rejected claim 43 as to the recitation "the sale of the item" not positively reciting a component of the system itself. The Examiner noted a similar concern with claims 51 and 73 as not reciting active method steps. In consideration of the Examiner's comments, claim 43 has been amended to recite that the e-commerce data processing system is configured to operate the sale in the manner described, rather than describing the item being sold. Claims 48 and 50 have been amended to be consistent with this amendment of claim 43. Similarly, claims 51 and 73 has been amended to more clearly recite active method steps as to how the on-line group buying sale is conducted, rather than the characteristics of the item being sold. In particular, the aspects of the methods previously recited in the "providing" step are now positively recited in the "determining" steps.

The foregoing amendments fully address the Examiner's comments, and thus place the pending claims in condition for allowance.

Applicants respectfully invite Examiner to contact Applicants' representative at the number provided below if Examiner believes it will help expedite furtherance of this application.

Respectfully Submitted,  
Tom Van Horn *et al.*

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